

## CLAIMS

What is claimed is:

- 1           1.     An apparatus for locally setting and storing customer  
2 preferences, comprising:  
3           a personal computer having a web browser and a messaging system;  
4           a computer peripheral device having a messaging system  
5 communicating with the personal computer;  
6           a reseller web server having a messaging system communicating with  
7 the personal computer, configured to capture customer preferences from a  
8 customer accessing the reseller web server to order consumables via the  
9 computer peripheral device; and  
10          a device manufacturer web server having a messaging system,  
11 communicating with the reseller web server and the computer peripheral device  
12 and operative to receive the customer preferences from the reseller web server  
13 and forward the customer preferences to the computer peripheral device using  
14 the messaging address for the computer peripheral device.
- 1           2.     The apparatus of claim 1 further comprising a network  
2 interconnecting the personal computer and the computer peripheral device.
- 1           3.     The apparatus of claim 1 further comprising a communication  
2 link interconnecting the personal computer, the reseller web server, the device  
3 manufacturer web server, and the computer peripheral device.
- 1           4.     The apparatus of claim 1 wherein the customer preferences are  
2 forwarded to the computer peripheral device, wherein the computer peripheral  
3 device comprises an embedded web server, and wherein the embedded web  
4 server forwards the customer preferences to the web browser of the personal  
5 computer via the messaging system.

5. The apparatus of claim 4 wherein the web browser generates a consumable order message incorporating the customer preferences and forwards the consumable order message and customer preferences to a reseller to order a consumable that matches the customer preference.

6. The apparatus of claim 5 wherein the web browser automatically generates the consumable order message in response to the computer peripheral device detecting a need to replenish a consumable and forwarding a notification to the personal computer indicating the need to replenish the consumable.

7. The apparatus of claim 1 further comprising a device manufacturer web page provided on the device manufacturer web server and communicating with the personal computer and the reseller web server, and operative to provide a link to the reseller web server, wherein selection of the link to the reseller web server comprises another customer preference that is forwarded to the reseller web page, the device manufacturer web page, and the computer peripheral device.

8. The apparatus of claim 1 wherein the web browser of the personal computer links with the embedded web server of the computer peripheral device to receive status information for consumable supplies on the computer peripheral device.

9. The apparatus of claim 1 wherein the embedded web server of the computer peripheral device forwards a customer e-mail address to the device manufacturer web server along with customer preferences.

10. The apparatus of claim 1 wherein the customer preferences comprises consumable order information.





14 concurrent with submitting the order, recording preferences of the  
15 user submitting the order; and  
16 forwarding the recorded preferences to the computer peripheral device  
17 using the messaging address.

1 20. The method of claim 19 wherein the device manufacturer web  
2 server comprises a reseller selection web page.

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